

# MANSI VASHISHTH

## STRATEGIC INITIATIVES

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## PROFILE

Founder's Office operator with 5+ years turning undefined, cross-functional mandates into structured, funded, and launched initiatives. Report directly into CXO-level leadership on prioritization, resourcing, and sequencing across six business verticals spanning EdTech, D2C commerce, and capital markets. Build the operating model first, then the team, product, or channel needed to execute it.

## PROFESSIONAL EXPERIENCE

### Manager, Strategic Initiatives & Go-to-Market | Lotus Petal Foundation — Gurugram (*Jul 2025 – Present*)

- Report directly to the Founder as execution owner for concurrent strategic initiatives across **six verticals in India and the US**, translating organisational priorities into quarterly roadmaps, owning the underlying digital infrastructure (architecture, UI, reporting dashboards) and vendor tradeoffs, and coordinating **25+ internal and external stakeholders**.
- Built the operating model, KPI framework, and prioritisation system governing resource allocation across four programs and six functional teams, **cutting monthly reporting time by 45%**.
- Defined the GTM strategy for a ₹1 crore BSE Social Stock Exchange issue **funding education for 160 students** by designing broker-channel distribution and automating a 10-stage investor journey from application to staff verification.
- Repositioned a flagship program end to end, including product proposition, platform, design, and distribution. Used generative AI to rebuild the content roadmap, **cutting production effort by 70%**.
- Built a data-led acquisition model that drove 1,800 sign-ups in one month, which was replicated across three programs, bringing RoI to 2x.
- Launched a corporate-gifting D2C vertical as a new revenue line outside core programs.

### Associate Manager, Strategy & Operations | Unacademy — Bengaluru (*Aug 2024 – Apr 2025*)

- Owned program-level strategy for affiliate, influencer, and UGC acquisition; decisions on program structure drove a **25% increase in sign-ups** in the first week of launch and a **10x expansion in outreach**.
- Directed a 16-member cross-functional team across analytics, content, and creator support, setting priorities and resolving tradeoffs across functions rather than managing execution alone; built the reporting infrastructure behind faster go/no-go decisions, **cutting manual effort by 40%**.
- Set the strategy for standing up a new market: led US-market creator onboarding and defined the GTM SOPs that became the standard rollout playbook.

### Senior Associate, Product Strategy | Unacademy — Bengaluru (*Feb 2023 – Jul 2024*)

- Drove cross-functional planning for 0-to-1 gamified learning-product launches, aligning product, design, marketing, and content leads across a 100+ person organization; used engagement data to set development priorities and introduced **generative-AI-assisted QA checks that lifted retention 28%**.
- Designed a centralized issue-tracking and quarterly-planning system adopted org-wide, **cutting turnaround time 25% and lifting operating efficiency 35%**.

### Junior Associate, Process Improvement | Daffodil Software — Gurugram (*Jun 2021 – Jan 2023*)

- Redesigned automation-led workflows across seven departments as the key stakeholder point of contact, integrating operational KPIs with technical solutions and lifting process efficiency 35%.
- Translated business requirements into BRDs and partnered with developers and functional leads to ship scalable workflows with ROI reporting.

## CORE CAPABILITIES

- Strategic Initiatives & Founder's Office:** 0-to-ambiguity execution, cross-vertical prioritization, resource allocation, operating-model design, founder/leadership reporting
- Strategy & Growth:** GTM strategy, pricing and positioning, funnel optimization, channel strategy, unit economics (CAC, ARPU), P&L-linked decision-making
- 0-to-1 & Operations:** New-business and new-vertical launches, workflow automation, program management, process transformation
- Leadership & Partnerships:** Cross-functional leadership, stakeholder and vendor management, broker-channel and institutional partnerships, MoU structuring
- Tools:** Google Analytics, Google Sheets, Google Apps Script, HubSpot, Meta and Google Ads

## EDUCATION

### Integrated BE-MBA - MBA in Marketing & B.E. in Computer Science

Thapar Institute of Engineering and Technology, Patiala | 2016 – 2021 | CGPA: 8.36/10